

Business TV Channel has Live Interview with Retensa President

RETENSA
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FOR IMMEDIATE RELEASE

New York, NY, February, 2007 - Business TV Channel, a leading source of industry experts, will interview President of Retensa, Chason Hecht about recent changes in workforce trends and employee retention. As firms continue to lose their key employees and are faced with increased turnover costs, creating a retention environment becomes a major priority. If your employees would like more developmental programs or feel feedback will increase their effectiveness, this interview will teach you how to accomplish both.

"Turnover is expensive and our key audience would benefit from Retensa's expertise on how to minimize it."

Ruth King

CEO, Business TV Channel

In a live interview with CEO Ruth King, Chason Hecht will discuss the importance of retention strategies and how using the right one can help your organization reduce employee turnover. The concept of the *Emergent Life-cycle* is crucial to all companies that want to preserve the employee-firm relationship. Throughout the lifecycle of the employee, companies can communicate the dedication, stability, and opportunities they are willing to provide. Companies, who lack these attributes, will in time, lose their high staff.

The U.S. Department of Labor reported that 46% of employees, who quit their jobs in 2006, did so because they felt unappreciated. Creating a talent management strategy starts with building constant feedback in your firm. Join us at www.ibusiness.com for interview broadcast details.

About Business TV Channel & I Business Channel

Business TV Channel, managed by IBusiness Channel, is dedicated to connecting business professionals of all kinds to experts in their field by hosting weekly online programs. Viewers can tune into live or regularly scheduled programs Monday through Thursday on topics such as Human Capital, Financial Literacy and How to Achieve Work Life Balance. If you would like to learn more about these and other topics, IBusiness Channel is the resource to use.

About Retensa

Retensa is a leader and innovator of Employee Retention Strategies. They combine **experience** and web-based **technology** to develop, motivate, and retain a company's **best employees**. Retensa builds solutions and metrics to help firms **reduce turnover** and create a **high-performing workforce**.

To create the "*Retention Environment*," Retensa provides additional expertise in **Leadership Development**, **Human Capital ROI**, **Mentoring**, **On-line Employee Surveys**, **On-line Exit Interviews**, **Executive Coaching**, and **Succession Planning**. For more information about the results you can achieve visit www.retensa.com or call 212.545.1280.

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